

## PROCUREMENT OFFICE

Division of Finance

Community, Municipal Services/Education

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### ADDENDUM NO. 1

DATE: Thursday, May 13, 2016  
ITB: **RFP 2016-91/DM Website Design and Maintenance**  
DATED: April 19, 2016  
BID DUE DATE: Monday, May 23, 2016 @ 3:00 p.m. ET  
BID OPENING DATE: Monday, May 23, 2016 @ 3:00 p.m. ET  
SUBJECT: **Extending Bid Date and Responses to Questions Submitted**

Ladies/Gentlemen:

PLEASE NOTE THE BID DUE DATE HAS BEEN EXTENDED AND RESPONSES TO QUESTIONS RECEIVED.

**Bidders must take due notice and be governed accordingly. This addendum must be acknowledged as indicated in Request For Proposal**  
For the City of Hampton,

*Doris McRae*

Doris McRae, CPPB

Procurement Manager, City of Hampton

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## REPONSE TO QUESTIONS FOR RFP 2016-91/DM

### QUESTIONS REGARDING RFP NUMBER 2016-91/DM

#### Website Design, Development, and Maintenance Services

1. This solicitation appears to be very similar to a solicitation published in April 2012 (RFP # 12-73/CGE). It addressed the development of a website for the Hampton Coliseum.
  - a. The Coliseum site appears to have been recently redeveloped.
  - b. Is the Coliseum site outside the scope of this solicitation? **Yes**
2. Please identify the vendor providing support to the VASC site and the anticipated duration of that contract. **The Meridian Group, renewable every 30-60 under extended contract.**
3. Currently the HCVB websites are using PHP/MySQL-based Content Management Systems (CMS). Is this a required technology stack? **No**
- 4.
5. Please clarify that is it desired to have all 3 websites (VISITHAMPTON.com, THEHRCC.com, and VASC.org), hosted in the in the same environment and utilizing a common CMS. **It would be an ideal arrangement if possible.**
6. Page 5e. states "Add new site content including but not limited to weather widget with boating forecast, LGBT page, craft brewing page, Arts & Cultural District page, video gallery, deals page, photographs for download, social integration, and photos to blog posts. Evaluate transition of blog to dynamic content. Transition Dining to presentation that better Hampton showcases culinary experiences"
  - a. Is HCVB looking for the vendor to provide this content, or implement content provided by HCVB on the new website? **Hampton CVB will provide all content for new site additions. All existing content will be made available for the site update.**
7. Page 5j. says "Inclusion of JackRabbit/BookDirect widgets in multiple locations on the sites to encourage immediate overnight reservations with Hampton hotels. Sites must have online commerce capability for sale of packages, tickets, services, etc."
  - a. Is HCVB currently using JackRabbit/BookDirect for hotel room reservations? **Yes**
  - b. Is HCVB expecting online commerce to be included in scope for this project? **Yes, we would prefer it.**
8. How many employees will have to be trained on the CMS? **Three to Four. Additional new employees may need to be trained as they come online.**

9. When will the Branding Study be complete? Before the close of FY17 (one year). The contract was recently awarded.
10. Can we get a list of the in-scope micro-sites? We assume that any questions about those sites will be sent to Mrs. McRae.

**TheHRCC.com is a microsite of VisitHampton.com. There are sections of the VisitHampton.com site that have dedicated domains and may function as microsites including Sports- Sportshampton.com and Meet - meetinhamptonva.com. Other sections of Visithampton.com with dedicated domains include Play - hamptonfunescape.com, Hampton Carousel - hamptoncarousel.com, Media - hamptonpressroom.com.**

**Other microsites include 2019PointComfortVA.com (under construction), CoVaVisitorAlert.com (under construction), GoodHamptoneats.com (under construction), and one for the Hampton Arts & Cultural District (domain not yet established, site under construction). All of these are partnership initiatives in which Hampton CVB is involved.**

**Landing pages include natchampshampton.com, hamptonnewportnewsfirerecruit.com, HamptonRestaurantWeek.com**

11. Does the envisioned e-commerce solution include the sale of merchandise from the VASC, or any other Hampton attraction or event?  
**Yes, VASC and possibly Hampton souvenirs and memorabilia if desired in the future. For immediate needs, we wish to have e-commerce available for VASC ticket and program purchases, reservation of services at HRCC and the purchase of Hampton travel/attraction packages, such as the Sea to Stars Ticket.**
12. Please describe your Social Media strategy, for example interfaces with Facebook and Snapchat etc. As it relates to the VisitHampton.com, TheHRCC.com and VASC web sites, the social media pages link from the web sites. Management of the Hampton CVB, The HRCC and VASC social media sites are handled internally and are not related to this RFP.
13. Please describe your Partner/Promotion integration plan, for example linking with Hotels.com or other hotel reservation systems etc. We solely link to Jack Rabbit/Book Direct through a widget that should remain boldly presented on the site.

14. Please describe, if any, e-commerce planned on the websites. **We wish to have the ability to see the Sea to Stars Ticket and other leisure packages through e-commerce. Hampton Roads Convention Center utilities and service arrangements, including deposits, could be made available for reservation through e-commerce. Neither of these e-commerce options are presently available and we would ideally like to have them in place. Admission tickets, film tickets, camp reservations and other purchase options are presently available through VASC.org.**
15. What is the total average storage (MB) for the CMS? **See Exhibit A Attached**
16. How much network bandwidth is estimated for site access (Mbps)? **See Exhibit A attached**
17. Please describe the Change Management Process for updating the websites.  
**Regarding Change Management Process: The CVB emails them with any edits and changes that the CVB is unable to make themselves due to the CMS or site structure. Meridian completes in a timely manner; amount depends on level of difficulty. Meridian spends 8-10 hours per month on website maintenance, edits and updates.**
18. Please confirm that the Content Creation is not part of the scope. **Correct.**
19. At page 9 RFP says, "Complete and submit with the proposal the attached Pricing Sheet (Attachment A)" but "Attachment A" is the agreement clauses. Can you please share the requested Pricing sheet in which we need to submit the pricing? **The Pricing sheet should be supplied by the vendor and listed as Attachment "E".**
20. At page 9 (question i) it says in bold letters, "A copy of the certificate verifying the firm is authorized to do business in the Commonwealth of Virginia, including State Corporation Commission Registration Number." Is this a mandatory requirement? **Yes.**
21. At page 9 (question j) it says, "If applicable - a detailed list of contractor licenses held, including license class and number". Can you please elaborate on which licenses we need to submit with the proposal precisely? **Supply the City you have licence in.**
22. Our Subject Matter Experts (SMEs) from various departments are trying their best to provide customized solution and responses to the RFP instead of general content. Can we request you to please extend the submission date by at least one week so that it provides our SMEs some time to create best solution responses for City of Hampton? **We can extend until the 23<sup>rd</sup>.**
22. Does the City expect the awarded firm to spend a significant amount of time on-site? Or can most of the work be done off-site/remotely? **Work is expected to be done remotely.**

23. Does the City have a preference regarding specific CMS/platform technologies? **No, we do not have a preference. Our priority is for the CMS to be user friendly and to have potential for longevity.**
24. What CMS does the HCVB current web site use, if any? **Symphony**
25. Is there currently an incumbent firm providing the HCVB with Website Design and/or Development services? If so, will the incumbent be bidding on this project, and can you release the firm's name? **The company is The Meridian Group.**
26. Is there an estimated budget range for this project? Or do you have any information regarding previous budgets for similar projects? **Past work is not similar to this project as we are streamlining two sites and a subsite into one CMS account. We do not wish to entirely reinvent any of the three sites, but make dramatic technical changes to the way they interface, to the home page content, their responsiveness to technology and to aesthetic presentation.**
27. What has the HCVB spent annually in recent years for the maintenance, support and hosting of its current website? **We pay \$1500 monthly for web maintenance and \$50 monthly for web hosting.**

### **Scope of Work Section III**

#### **Section B, page 3, specific requirements:**

HRCC site is a subsection of HCVB site currently - are they intended to stay together or split into separate web sites? **They are intended to stay together, but are frequently separately promoted through use of separate HRCC domain.**

**Section B, page 4, bullet #1:** *HCVB manages its own social media content, but vendor will be expected to serve as an authority on trends and social media opportunities*

For how long will awarded agency be expected to serve as an authority? **Through the duration of the contractual agreement.**

**Section B, page 4, bullet #6:** *Working within an annual budget as directed by the HCVB Director* Can you provide the annual budget? **The amount budgeted for web services will be set in accordance with the outcome of the RFP.**

**Section B, page 4, bullet #9:** *Provision of CMS training, HCVB and VASC staff support and web site usage reporting. HCVB manages HRCC web site content* How many people will need to be trained for the three websites?

**Three to four people may need to be trained.**

Is there a single point of contact for all three websites during development? **There will likely be two contacts, one primary for all three sites and one solely for the VA Air & Space Center site.**

**Section page 4, Special interest groups:** *HCVB aligns its marketing efforts with the VTC*  
What opportunities has the HCVB leveraged in the past from VTC? **Digital advertising with cooperative pricing.**

**Section: PRODUCTION ON SPECIFIC CAMPAIGNS:** *New landing pages and other electronic marketing materials may need to be created at short notice for some of these campaigns.*

How many and what is a typical annual cadence. Can you provide an example? **An estimated five to 10 landing pages per year. This year we have required six landing pages. Examples are Hampton Restaurant Week, Pride Week LGBT Family Conference, and AAU National Championship.**

Is the vendor expected to create these landing pages, or develop the CMS for Hampton team members to update? **If the CMS allows the CVB staff to create the landing pages independently, then the CVB staff will take responsibility. If this is not possible, the vendor will be expected to deliver the landing pages as requested.**

**Section: ORIGINAL AND CREATIVE SUGGESTIONS FOR THE MARKETING OF HAMPTON AND PARTNERS:** *"selected vendor to suggest new ideas, online campaigns and other marketing efforts to anticipate and meet tourism's changing consumer trends and the needs of our stakeholders through our website and digital presence. All digital marketing concepts recommended for implementation by HCVB, beyond the specific requirements of the identified web sites and associated landing pages, will be coordinated through HCVB's marketing services/advertising agency.*

Who is the agency that the vendor will partner with? **The contract term for the marketing agency is subject to expire, therefore the name of the company is not relevant to this RFP.**

Can you provide clarification for the division of roles for ongoing ideas, such as campaign concepts, interactive development, media and social media planning, content and digital marketing planning that could extend from these ideas?

**We look to the web service provider to share ideas that may reflect trends, or new presentation concepts for our consideration.**

**Interactive Development, such as blogging, is the responsibility of the CVB and/or VA Air & Space Center.**

**Social media planning, content is the responsibility of the CVB and/or separately contracted marketing service provider.**

**Digital marketing is the responsibility of the CVB and/or marketing service provider. We look to the web service provider to assist in identifying ideas, trends. Implementing digital marketing ideas may require coordination between web service provider, marketing service provider, and CVB/VA Air & Space Center contacts.**

**Section page 4: HOSTING OF HCVB WEBSITE:**

Who hosts the website now and is there a preference on CMS? The web site is presently hosted by Velopers. There is not a preferred CMS identified.

**Section page 4: Current VISITHAMPTON.COM, THEHRCC.COM AND VASC.ORG SITES** requires updates to include: *HCVB has ownership over a number of domains that may be utilized for specific campaigns.*

Please provide some sample other domains that are currently in use that have landing pages.

**HamptonRestaurantWeek.com**

**HamptonNewportNewsFireRecruit.com**

**Section page 5: A - M**

*a. "be able to educate HCVB staff on cutting edge trends"*

How often would be this cadence of education? **No specific set expectation. As the occasion arises.**

*b. Graphic presentation may be impacted by branding study presently underway. Change in logo and color usage may result. All new branding must be applied to the VisitHampton.com site.*

When is the branding study due to be completed and how is it being fielded? **It will be complete by the end of Fiscal Year 2017 and will involve all levels of community participation to identify a singular Hampton brand for visitors, developers and residents.**

Who is performing the branding study? **Northstar**

Will the study findings be available to assist in the dev of the site? Yes, but will not be available until the end of the coming fiscal year. We wish to move forward and then assimilate the web sites based on the study findings.

*g. Add new site content including but not limited to weather widget with boating forecast, LGBT page, **craft brewing page**, Arts & Cultural District page, video gallery, deals page, photographs for download, social integration, and photos to blog posts. Evaluate transition of blog to dynamic content. Transition Dining to presentation that better Hampton showcases culinary experiences*

For existing content expected to transition from the current sites to the new sites, will this migration be expected of the vendor or by Hampton team members? **The vendor.**

**Section page 5: WORKING THE ANNUAL BUDGET ALLOCATIONS AS DIRECTED BY THE HCVB DIRECTOR**

When is fiscal year? **July 1 – June 30**

What was last year's budget for below ongoing services? **This past year we were strictly paying for ongoing site maintenance, not for web site design.**

**Section page 5: MEETINGS WITH HCVB STAFF TO REVIEW SCOPE OF WORK, TIMELINE FOR IMPLEMENTATION: This will be set after award.**

May the selected vendor have certification to do business in VA but reside in a contiguous state?

**Yes, but close proximity is preferred.**

**Section page 5, REPORTS: *Monthly Monitoring***

Can you provide a sample from this year of your monthly monitoring? **A Google analytics report**

Would it be possible to obtain read only access to the Google analytics for the three sites? **Not at this time.**

**Section page 6 SUPPORT - *Support for the website can come in many forms, but it is expected the vendor will work with HCVB to strengthen the optimization of the site, identify and utilize key words in site content, and maximize search engine results for three sites and all Hampton URLs utilized. Support will also be required in major landscape changes to the website or templates used.***

Ongoing SEO monthly support assumed post launch? Ongoing monitoring of SEO and optimizing as vendor and CVB mutually feel is necessary.

Please define further by example "major landscape changes to the website or templates used" Adjustment for web trends, new technology and needs of the CVB in order to market Hampton to visitors as effectively as possible.

Does the HCVB have an automated marketing suite, CRM or lead management system in place? **Yes, we utilize iDSS for lead management and have utilized Exact Target for email messaging.**

Is outbound email and content marketing part of the ongoing services? **No**  
Social properties will be managed by current agency or by HCVB? **HCVB**

Who will be reporting on the social initiatives and can they be provided to vendor? **The CVB and/or marketing services vendor. Yes, upon award of contract but it is not specifically relevant to this RFP.**



**Section page 8, Preparation of Proposals bullet d:** *Include references for work performed in an environment comparable to the City of Hampton.*

Please define further "environment comparable to the City of Hampton"

**This refers to a county or municipality. We also wish to know of work in collaboration with other CVBs or destination management organizations. Examples of work done for tourism attractions or other tourism entities would also be helpful.**

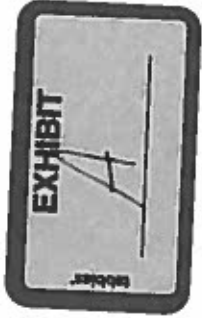
**Section page 9, Preparation of Proposals bullet 4b:** *Offeror's prices will be subject to negotiations.*

**What are the typical deltas in negotiations? These are dependent on the individual proposals received and will be negotiated with selected vendor when contract is negotiated.**

**Section page 15, KK Contract Extension:**


*This contract may be extended upon mutual agreement of both parties for four (4) optional, one year periods, upon the same prices, terms, and conditions set forth in the negotiated contract resulting from this RFP.*


**Does this RFP require a build period and then a monthly maintenance and consultancy that will be extended annually. Yes.**



## Statistics for visithampton.com


This is where you view detailed reports on how resources are used by the webspace. If you have several webspaces, you can view reports for each of them by selecting the required webspace at the top right corner of the page.


**Disk space**  
1998.4 MB

**Usage by services:**

Web	611 MB	Mail	60.0 KB
Databases	25.8 MB	Logs	1.33 GB
Backups	0 B	Chroot directories	4.00 KB
Configuration files	8.00 KB		
Anonymous FTP directory	16.0 KB		

Unlimited

**Traffic**  
10399.8 MB/month

**Usage by services:**

FTP	1.21 MB	HTTP	10.2 GB
POP3/IMAP	0 B	SMTP	0 B

Unlimited